

INDIANA

2009 Publication Advertising Opportunities



Gazebo at the West Baden Springs Hotel.
West Baden. 2004.

VisitIndiana.com

INDIANA
restart your engines

Dear Tourism Partners,

Thank you for your consideration of the 2009 Indiana travel publications as a part of your overall marketing plan. The goal of the Indiana travel publications is to provide a broad platform for presentation of our advertisers' messages to a number of qualified leads.

According to 2006 research conducted by Strategic Marketing and Research, Inc., nearly 60 percent of visitors requesting Indiana travel publications convert to actual visitors. We have learned that the Indiana Office of Tourism Development (IOTD) travel publications are used to provide trip ideas — and those trip ideas generate additional spending and increase visitor length of stay.

New for the 2009 Indiana travel publications is the Advertiser Portal. The portion of our industry that participates with free online opportunities is quite familiar with the online application system at Tourism.IN.gov. That program will continue with added features:

- Execution of paid and free advertising online
- Extensive tracking results for all VisitIndiana.com advertising — paid and free
- Management of online content, including the ability to change online advertising

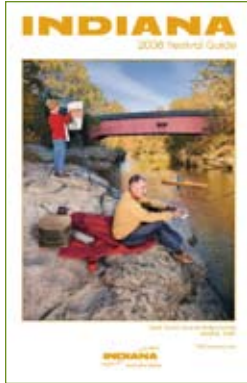
Each organization will have the opportunity to manage its individual programs with IOTD and track results. Please visit the industry website, Tourism.IN.gov and set up an organization account. For questions, contact your Regional Account Executive.

Thanks for your support. I look forward to working with you in building effective, engaging and motivating IOTD travel publications.

Best regards,



Amy Vaughan
Director
Indiana Office of Tourism Development



2009 Indiana Festival Guide

This two-color, one-year publication lists more than 600 festivals throughout the state by month in a handy 5.5" x 8" size. Participation in the 2009 Indiana Festival Guide is available as a qualified festival listing and/or as a display advertiser. All qualified festival listings will also appear on VisitIndiana.com in 2009. It is estimated that in 2009, VisitIndiana.com will be used by more than two million visitors. The Indiana Festival Guide has always been one of Indiana's most requested guidebooks, because attending festivals is a favorite activity of Indiana visitors.

In 2009, 500,000 Indiana Festival Guides will be printed and distributed. Contact your Regional Account Executive to participate.

2009 Indiana Festival Guide Distribution

Direct mail to subscribers	275,000
Welcome centers, rest areas and visitors centers, AAA offices	70,000
Fulfillment to requests generated by advertising	50,000
Hoosier Energy customers	40,000
Indiana legislators	25,000
Indiana festivals, through the Indiana State Festivals Association	20,000
Consumer shows, Indiana State Fair	20,000
Total distribution	500,000

Display Advertising

This option is the best way to convey a complete festival message. A display ad provides your festival with one full year of exposure in the 2009 Indiana Festival Guide using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a festival listing. Full-page and half-page ads are placed in the month of the Festival Guide specified by the advertiser. In 2009, 500,000 Festival Guides will be printed. Contact your Regional Account Executive to participate.

Half-page vertical ad, 2-color (black + publisher choice)	\$1,000
Full-page ad, 2-color (black + publisher choice)	\$2,000
Inside back cover, 4-color	\$5,000
Inside front cover, 4-color	\$6,750

Highlighted Listing

This option provides a festival with a full year of exposure in the 2009 Indiana Festival Guide and on VisitIndiana.com. In 2009, 500,000 Festival Guides will be printed and the number of user sessions on VisitIndiana.com is estimated to be more than two million! Contact your Regional Account Executive to participate.

A highlighted 20-word festival listing in the 2009 Indiana Festival Guide	\$200
A festival listing on VisitIndiana.com throughout 2009	BONUS

Indiana State Festivals Association Membership Listing

ISFA annual membership is \$50 - \$150, based on a sliding scale related to the festival budget. Along with additional membership benefits, also provided is a guarantee that your free 20-word listing will appear in the 2009 Indiana Festival Guide if your festival meets all the requirements set by the Indiana Office of Tourism Development. ISFA member listings are specially designated with an asterisk in the 2009 Indiana Festival Guide. Member festivals also receive an abbreviated festival listing on VisitIndiana.com throughout 2009, including festival name, dates, website address and contact phone only.

All 2008 ISFA members and festivals must renew their membership for 2009 in order to guarantee placement in the 2009 Indiana Festival Guide. Once a festival has renewed membership, it must create an account on Tourism.IN.gov and apply for the listing.

Contact Debbie Dunbar with the Indiana State Festivals Association at info@indianafestivals.org with any ISFA-related questions regarding membership and the Indiana Festival Guide.

FREE Festival Guide Listing

Visit Tourism.IN.gov to apply for a free 2009 Indiana Festival Guide listing. Please designate an organization account and fill out the online application before June 16, 2008. The designation of an account will allow your festival organization to track its free listing on VisitIndiana.com throughout 2009. Free festival listings include festival name, dates, website address and contact phone only. Only festivals that meet criteria set by the IOTD and submit a 2009 online application may receive a listing in the 2009 Indiana Festival Guide. All festival applications that meet the posted criteria will appear on VisitIndiana.com in 2009.

Contact your Regional Account Executive with any questions. The deadline to apply is June 16, 2008.

Indiana Festival Guide Display Advertising Requirements

How to reserve advertising

1. Contact your Regional Account Executive
2. Visit Tourism.IN.gov to create an organization account
3. Create insertion order by making advertising selections
4. Print insertion order and fax to Regional Account Executive

Display ad material checklist

1. Laser proof or color copy proof
2. Artwork tracking form
3. Completed insertion order

Display ad sizes

Half-page vertical ad, 2-color	2.0625" wide x 7.25" tall	PMS 167u + black
Full-page ad, 2-color	4.375" wide x 7.25" tall	PMS 167u + black

Display advertisers should supply two-color artwork or advertisers provide one-color artwork with instructions that designate which parts of the ad should be printed in color.

Cover ads

Inside front and back covers, 4-color

NON-BLEED	4.75" wide x 7.75" tall
BLEED	5.5" wide x 8.5" tall
TRIM	5.25" wide x 8.25" tall

NOTE: Live matter is to be kept at least .25" in from all trim edges.

Highlighted listing material checklist

1. Highlighted listing order form/insertion order



2009 Indiana Travel Map

This four-color, one-year publication features an Indiana highway map on one side and travel information on the other. Cover and interior panel advertising opportunities are available. Icon listings will be available for purchase in six categories: Attractions, Information, Lodging/Camping, Recreation, Restaurants and Shopping. Each icon listing will receive a designated icon on the actual highway map. The Indiana Travel Map will be traditional map size for travel convenience. Each icon listing will also receive a free listing on VisitIndiana.com throughout 2009, including an interactive map icon. It is estimated that in 2009, VisitIndiana.com will be used by over two million visitors.

In 2009, 500,000 Indiana Travel Maps will be printed and distributed. Contact your Regional Account Executive to participate.

2009 Indiana Travel Map Distribution

Direct mail to subscribers	275,000
Welcome centers, rest areas and visitors centers, AAA offices	130,000
Fulfillment to requests generated by advertising	50,000
Indiana legislators	25,000
Consumer shows, Indiana State Fair	20,000
Total distribution	500,000

Display Advertising

This option is the best way to convey a complete message. A display ad provides your organization one full year of exposure in the 2009 Indiana Travel Map using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to an icon listing. Full panel and half panel ads are available. Only six interior panels are available. In 2009, 500,000 Indiana Travel Maps will be printed.

Contact your Regional Account Executive to participate.

Half interior panel, 4-color	\$4,500
Full interior panel, 4-color	\$8,500
Outside back cover, 4-color	\$18,000

Icon Listing

Approximately 175 icon listings are available on the 2009 Indiana Travel Map on a first-come, first served basis. Each 20 word listing will receive a designated icon within the highway map and a listing on VisitIndiana.com throughout 2009, including an interactive map icon. Advertisers may select one category to place their icon listing in the Indiana Travel Map: Attractions, Information, Lodging/Camping, Recreation, Restaurants and Shopping. In 2009, 500,000 Indiana Travel Maps will be printed.

Contact your Regional Account Executive to participate.

Icon listing, 20 word	\$500
Listing on VisitIndiana.com, including interactive map icon	BONUS

Indiana Travel Map Advertising Requirements

How to reserve advertising

1. Contact your Regional Account Executive
2. Visit Tourism.IN.gov to create an organization account
3. Create insertion order by making advertising selections
4. Print insertion order and fax to Regional Account Executive

Interior Panel Ad

Material Checklist

1. Laser proof or color copy proof
2. Artwork tracking form
3. Completed insertion order

Interior panel ad sizes

Half interior panel ad, 4-color	3.375" width x 4.15" depth
Full-panel ad, 4-color	3.375" width x 8.5" depth
Outside back cover, 4-color	NON-BLEED 3.375" width x 8.5" depth
	BLEED 3.875" width x 9" depth
	TRIM 3.625" width x 8.75" depth

NOTE: Live matter is to be kept at least .25" in from all trim edges.

Icon Listing

Material Checklist

1. Icon listing order form/insertion order
2. Email icon for interactive map to Regional Account Executive

FREE VisitIndiana.com Offers

Festival Listing

Visit Tourism.IN.gov/ to apply for a free online festival listing. Please designate an organization account and fill out the online application prior to June 16, 2008. Free online festival listings include festival name, dates, website address, contact phone and description. Only festivals that meet criteria set by the Indiana Office of Tourism Development will be posted on VisitIndiana.com.

Contact your Regional Account Executive with any questions.

Getaway Packages

The IOTD encourages businesses around the state to develop getaway packages that make it easy for travelers to experience more throughout the state. To encourage overnight travel, each package should be managed by a lodging facility and have a single price point with off-property activities included. Additional package components could include attractions, retails, outlet or antique malls, merchants associations, restaurants, events, etc.

Visit Tourism.IN.gov/ to apply for a free getaway package. Please designate an organization account and fill out the online application prior to June 16, 2008. Only getaway packages that meet criteria set by the IOTD may receive a listing on VisitIndiana.com.

Contact your Regional Account Executive with any questions.

Discount Coupons

Discount coupons are featured on VisitIndiana.com in the Travel Discounts section. Attractions, restaurants, retailers, hotels, motels, bed & breakfasts and campgrounds are all encouraged to submit discount coupons for travelers to print out on VisitIndiana.com to redeem.

Visit Tourism.IN.gov/ to apply for a free discount coupon to appear on VisitIndiana.com. Please designate an organization account and fill out the online application prior to June 16, 2008. Only discount coupons that meet criteria set by the IOTD may receive a listing on VisitIndiana.com.

Contact your Regional Account Executive with any questions.

REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

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